I am extremely disturbed by the recent proposal by Michael Powell to eliminate the cross-ownership ban on media within the a market. The concentration of ever fewer media

voices is an exceptionally disturbing trend in our society.

As someone who lives in New York City, and who studies and teaches about the media, it is incredible to me that Powell

and others on the FCC could be so callous

about the importance of maintaining a diversity of voices and viewpoints in the news. The media are not toasters, as one

of your colleagues declared so disingen uously in the past. I don't want Rupert Murdoch's biased, simplistic, procorporate, and

bullying outlook to determine the news I get about the world. Murdoch certainly has a right to own a media outlet, but our government, and the FCC in particular, have an affirmative responsibility to ensure that he does not own EVERY media outlet in my market. If you don't ensure it, who will? This is not really about Murdoch, but about the danger of any individual or group with a determination to control all the news and ideas in a market. The current diversity of outlets in New York does NOT justify allowing his or anyone else's domination of a local media market. What is to discourage his continuing to absorb more of

the outlets here? This is very dangerous for our democracy. Your
proposal reveals the emptiness of the
concept of a "free marketplace of
ideas" when it is not backed up by the
willingness of regulators to protect
it. I urge you not only to throw out
Powell's proposal, but in recognition of
the dangers of the trend toward
concentration, to reestablish the
earlier restraints on cross ownership
that have been eliminated already.

Sally Alvarez, Ph.D. Cornell University